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AHAM

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

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NEW RECORD MONTH
FOR HOME APPLIANCE SHIPMENTS

CHICAGO -- The major appliance industry shipped over 4.1 million units in May for the largest monthly shipment in history, reports the Association of Home Appliance Manufacturers (AHAM).

May marked the only month that shipments have ever exceeded four million units. Total shipments were 14.2% higher than the same month last year.

Relatively stable consumer confidence levels coupled with late income tax refunds contributed to the record May shipment. It was the best month ever for dehumidifers (136,600 units) and the best May ever for microwave ovens (1,055,700 units), automatic washers (467,900 units) and disposers (359,800 units).

Microwave oven shipments were up nearly 50% in May, but the Association issued a caution concerning the interpretation of the data. A backlog in processing paperwork for some imported products by government agencies contributed to the artificially high shipment figure, and the degree of distortion in the microwave oven data is not known. Import statistics compiled by the U.S. Census Bureau are used in developing industry shipment data.

(MORE)

Compared to the same month last year, May shipments increased in four of the five major appliance categories: cooking appliances were up 36.6%; home comfort, up 10.1%; kitchen cleanup, up 9.7%; and home laundry, up 6.9%. Shipments of food preservation appliances, refrigerators and freezers, were down slightly.

Year-to-date shipments were 8.9% higher than the same period last year, the industry's record year. For 1985, the industry forecast calls for shipments to exceed 40 million units for the first time in history, which will establish a new annual shipment record.

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
May, 1985

	May 1985	May 1984	% Change	Calendar Year to Date 1985	1984	% Change
ALL MAJOR APPLIANCES**	**4,181.7**	**3,663.2**	**+14.2%**	**17,943.2**	**16,476.9**	**+ 8.9%**
COOKING - TOTAL	**1,297.7**	**950.1**	**+36.6**	**5,602.9**	**4,360.0**	**+28.5**
ELECTRIC RANGES - TOTAL	260.5	263.2	- 1.0	1,228.0	1,257.4	- 2.3
Free Standing	213.4	211.6	+ 0.9	999.5	1,006.2	- 0.7
Built-In	47.1	51.6	- 8.7	228.5	251.1	- 9.0
MICROWAVE OVENS/RANGES	1,055.7	706.0	+49.5	4,458.5	3,195.6	+39.5
HOME LAUNDRY - TOTAL	**775.0**	**725.2**	**+ 6.9**	**3,736.2**	**3,649.9**	**+ 2.4**
AUTOMATIC WASHERS	467.9	435.9	+ 7.3	2,171.0	2,126.1	+ 2.1
DRYERS - TOTAL	307.1	289.3	+ 6.2	1,565.2	1,523.8	+ 2.7
Electric	245.9	228.6	+ 7.6	1,234.2	1,216.5	+ 1.5
Gas	61.2	60.7	+ 0.8	331.0	307.3	+ 7.7
KITCHEN CLEAN UP - TOTAL	**663.8**	**605.3**	**+ 9.7**	**3,208.3**	**3,221.4**	**- 0.4**
DISPOSERS	359.8	282.3	+27.5	1,737.3	1,729.1	+ 0.5
DISHWASHERS - TOTAL	285.5	307.5	- 7.2	1,399.4	1,420.2	- 1.5
Built-In	268.5	288.6	- 7.0	1,297.4	1,317.9	- 1.6
Portable	17.0	18.9	-10.1	102.0	102.4	- 0.4
COMPACTORS	18.5	15.5	+19.4	71.7	72.1	- 0.6
FOOD PRESERVATION - TOTAL	**676.2**	**684.0**	**- 1.1**	**2,748.5**	**2,910.6**	**- 5.6**
REFRIGERATORS	563.9	566.2	- 0.4	2,277.5	2,393.0	- 4.8
FREEZERS - TOTAL	112.3	117.8	- 4.7	471.0	517.6	- 9.0
Chest	59.5	62.8	- 5.3	243.3	273.0	-10.9
Upright	52.8	55.0	- 4.0	227.7	244.6	- 6.9
HOME COMFORT - TOTAL	**769.0**	**698.6**	**+10.1**	**2,647.2**	**2,335.0**	**+13.4**
ROOM AIR CONDITIONERS	632.4	588.0	+7.6	2,175.5	1,980.6	+ 9.8
DEHUMIDIFIERS	136.6	110.6	+23.5	471.8	354.5	+33.1
GAS RANGES***	**143.3**	**134.3**	**+ 6.7**	**691.1**	**567.1**	**+21.9**

** Numbers do not add because of overlapping product categories.
*** Source: GAMA. Not included in cooking total or total shipments.